

R. J. Reynolds Tobacco Company
New Jersey Chain Accounts

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
Phone 732-225-4774
Fax 732-417-9076

October 24, 1997

To: Sue Sirianni
John Klein
Kevin Brandt
All Retail Representatives Responsible For Quick Chek Food Stores

RE: Quick Chek Food Stores (0919-00-00)

Attached are copies of updated counter planograms for all setups in Quick Chek Food Store Locations. These planograms are for the following setups:

Island Checkouts (U shaped)
Straight Line Setups
Non Self-Service Stores

- In stores with Island and Straight Line setups our APD should be placed in a wrap configuration at Register # 2.
- In NSS stores, the APD should be placed with non self-service security covers at Register #2.

Please ensure that all Retail Reps use these planograms to address display location problems.

In no instances should either Lorillard or BAT be placed at Register # 2. If you have any stores where either Lorillard or BAT has taken the register # 2 position communicate this to my office immediately.

Thank you for your help.

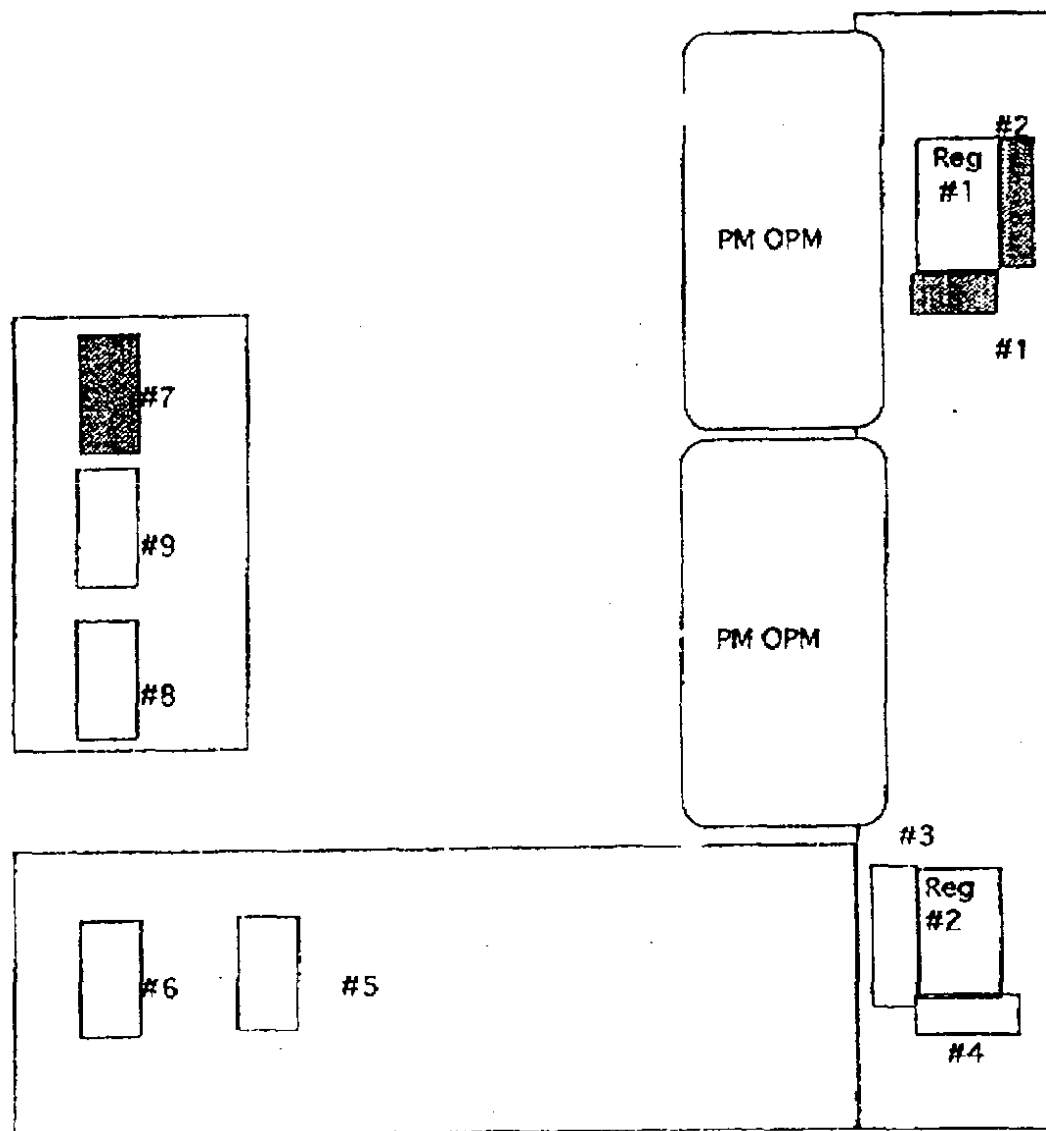
Best Regards,

Nick Kuruc

	Sales	Retail
1221		1222 25, 26
1222		1223
1223		1223 22, 26, 27
1224		1229
1225		ROM
1226		PC SC
1229		MC PA
1240		
1244	RSM	RBM

51847 1700

QC POG for straight Line Checkouts Non Exclusive
POG#4



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 19W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc Only	2 Shelves 4 W	8

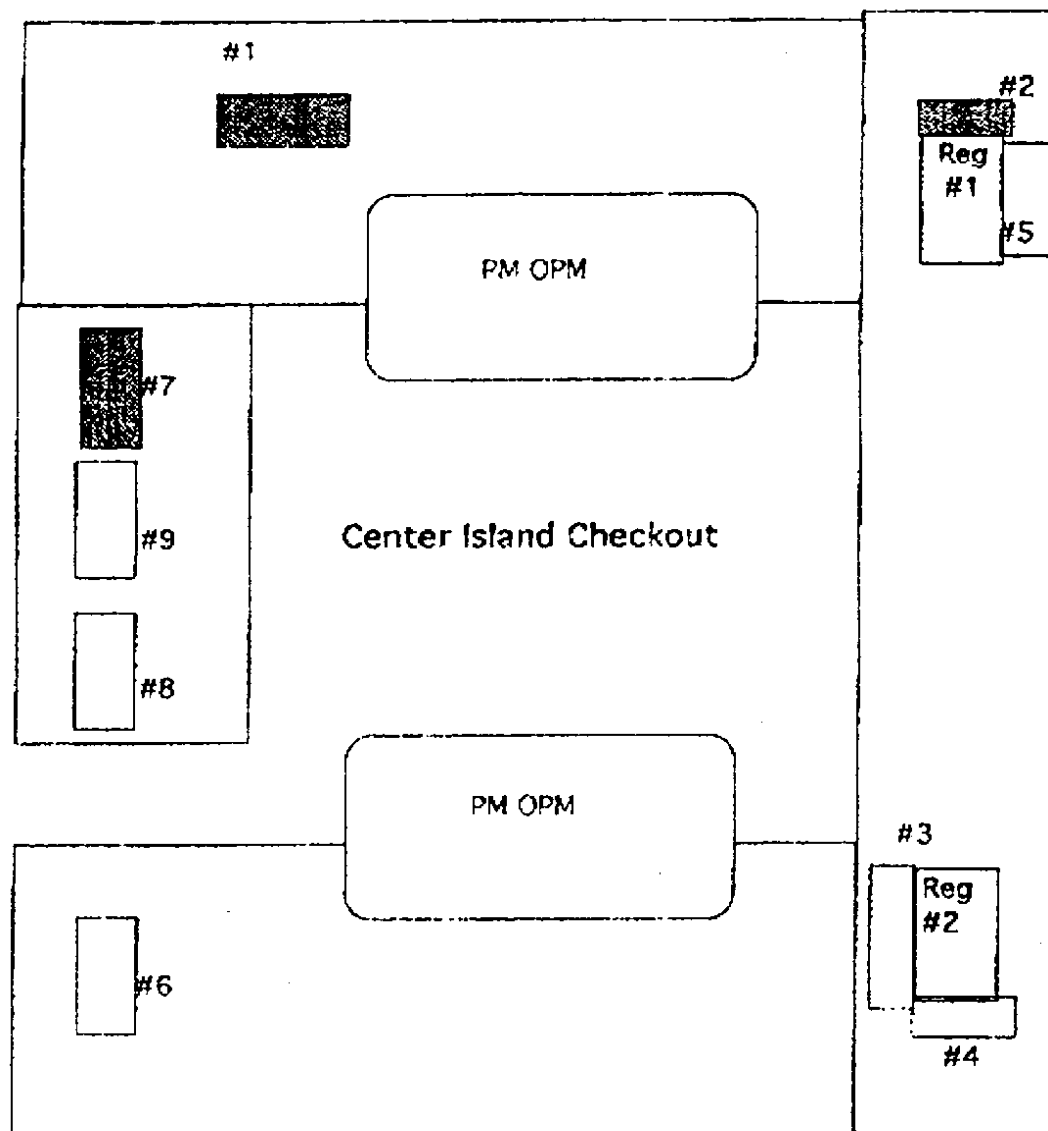
Signage:
Marlboro clock w Lit Sign
RJR lit Sign

Marl Ctn Fxt

Total	153
PM Total	81
PM %	53%
Total	25
PM Total	15
PM %	60%

51847 1701

QC POG for Island Checkouts
Non Exclusive Stores
POG#2



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 9W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc	2 Shelves 4W	8

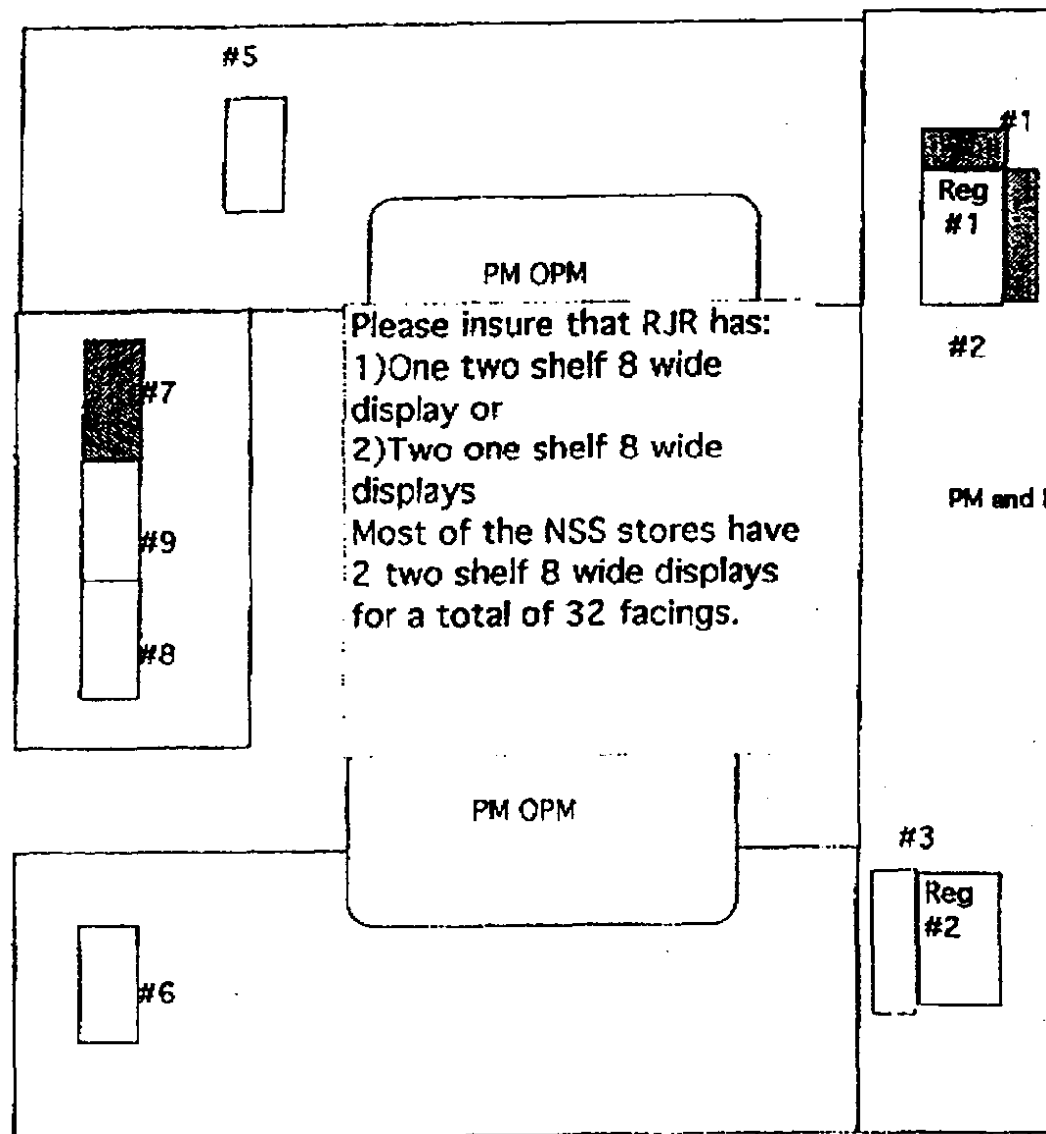
Signage:

Marlboro clock w Lit Sign
RJR lit Sign

Total	153
PM Total	81
PM %	53%
Total	25
PM Total	15
PM %	60%

51847 1702

QC POG
NON Self Service Stores
NON Exclusive POG #6



PCDS	Shelves	Facings
#1 Marlboro	Lock Box	15
#2 PM Premium	Lock Box	15
#3 RJR	2 Shelf 8 W	16
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	18
#7 Basic Display	3 shelf 8 wide	24
#8 Cour./Doral NSS	4 shelf 8 wide	24
#9 BW Disc Only	2 Shelves 4 W	8

ALL Displays have to be NSS

PM and RJR Displays must be placed first if NSS space is restricted.

Signage:

Marlboro Clock w Lit Sign

RJR Lit Sign

	Total	126
Marl Ctn Fxt	PM Total	54
	PM %	43%

Marl Ctn Fxt	Total	25
	PM Total	15
	PM %	60%

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